

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-28 Cancelled.

29. (New) A sheet media system comprising:  
an apparatus for utilizing sheet media; and  
a radio-frequency identification transceiver associated with the apparatus for communicating with a transponder associated with sheet media utilized by the apparatus, the transponder including a digital memory which stores digital data representing one or more of the following: media type information, media sheet count information, media performance information, media sensitometric information, messages for customers, sales or service personnel, upgrade software for the apparatus, software parameters for the apparatus, packaging recycle data, apparatus performance optimization information, or machine error information.

30. (New) A sheet media system comprising:  
an apparatus for utilizing sheet media; and  
a radio-frequency identification transceiver associated with the apparatus for communicating with a transponder associated with sheet media utilized by the apparatus, the transponder including a digital memory which stores digital data representing one or more of the following: messages for customers, sales or service personnel, upgrade software for the apparatus, software parameters for the apparatus, packaging recycle data, apparatus performance optimization information, or machine error information.

31. (New) The system of claim 30 wherein the digital memory is a read-only or a read/write memory.

32. (New) The system of claim 30 wherein sheet media is contained in packaging and wherein the transponder is associated with the packaging.

33. (New) The system of claim 30 wherein the apparatus is a printer for printing images on sheet media.

34. (New) The system of claim 30 wherein sheet media is contained in packaging and the transponder is associated with the packaging, and wherein the apparatus includes a base for receiving sheet media contained in packaging, and wherein the transceiver is located relative to the base such that when packaging containing the sheet media is received by the base, the transponder associated with the packaging is in proximity to the transceiver.

35. (New) The system of claim 30 wherein sheet media is contained in packaging and wherein the transponder is associated with the packaging, and the packaging includes a resealable, removable cartridge containing sheet media, and wherein the apparatus includes a mechanism for opening and resealing the cartridge, so that the cartridge can be removed and replaced in the apparatus when less than all of the sheet media are removed from the cartridge.

36. (New) A sheet media system comprising:  
a printer apparatus for printing images on sheet media; and  
a radio-frequency identification transceiver associated with the printer apparatus for communicating with a transponder associated with sheet media utilized by the printer apparatus, wherein the transponder includes a memory which stores digital data representing one or more of the following: messages for customers, sales or service personnel, upgrade software for the printer apparatus, software parameters for the printer apparatus, packaging recycle data, apparatus performance optimization information, or machine error information.

37. (New) The system of claim 36 wherein the digital memory is a read-only or a read/write memory.

38. (New) The system of claim 36 wherein the printer apparatus prints images on sheet media contained in packaging and wherein the transponder is associated with the packaging.

39. (New) The system of claim 38 wherein the printer apparatus includes a base for receiving sheet media contained in packaging, and wherein the transceiver is located relative to the base, such that when packaging containing the sheet media is received by the base, the transponder associated with the packaging is in proximity to the transceiver.

40. (New) The system of claim 38 wherein the packaging includes a resealable, removable cartridge containing printable sheet media, and wherein the apparatus includes a mechanism for opening and resealing the cartridge, so that the cartridge can be removed and replaced in the apparatus when less than all of the sheet media are removed from the cartridge.

41. (New) The system of claim 36 wherein the transponder stores relevant digital data that is communicable to the transceiver and some of which can be used to control the sheet media printing process of the printer apparatus.

42. (New) A sheet media system comprising:  
a printer apparatus for printing images on sheet media, the printer apparatus having a source of digital images, a supply for receiving printable sheet media, and an image printer for printing a representation of a digital image from the source on a printable sheet media from the supply; and  
a radio-frequency identification transceiver associated with the printer apparatus for communicating with a transponder associated with the printable sheet media placed in the supply, wherein the transponder includes a digital memory which stores digital data representing one or more of the

following: messages for customers, sales or service personnel, upgrade software for the printer apparatus, software parameters for the printer apparatus, packaging recycle data, apparatus performance optimization information, or machine error information.

43. (New) The system of claim 42 wherein the digital memory is a read-only or a read/write memory.

44. (New) The system of claim 42 wherein the printer apparatus prints images on sheet media contained in packaging and wherein the transponder is associated with the packaging.

45. (New) The system of claim 44 wherein the supply receives sheet media contained in packaging, and wherein the transceiver is located relative to the supply, such that when packaging containing the sheet media is received by the supply, the transponder associated with the packaging is in proximity to the transceiver.

46. (New) The system of claim 44 wherein the packaging includes a resealable, removable cartridge containing printable sheet media, and wherein the printer apparatus includes a mechanism for opening and resealing the cartridge, so that the cartridge can be removed and replaced in the apparatus when less than all of the sheet media are removed from the cartridge.

47. (New) The system of claim 42 wherein the transponder stores relevant digital data that is communicable to the transceiver and some of which can be used to control the sheet media printing process of the printer apparatus.

48. (New) The system of claim 42 wherein the sheet media is heat processible photosensitive media and wherein the printer apparatus includes a processor for heat processing the media.